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The State of Generative AI in B2B Marketing 2025

State of Generative AI 2025 

Table of Contents

	Executive Summary	2
	Why This Study Now?	4
	Top Use-Cases & Volume Trends	5
	Tool Stack	7
	Confidence, Quality & Differentiation	9
	Skills & Change Management	11
	Conclusion	13
	Appendix	14

Executive Summary

“Generative AI is no longer an experiment; it has become a reality.”

In our 2025 survey of over 100 B2B marketing teams, conducted in partnership with Wynter, we found clear signs that AI is transitioning from a side project to a core workflow in content marketing, even as only 1 in 5 marketing orgs have embedded GenAI into workflows (Forrester, 2025).¹

01

The End of Content Scarcity: Curation Becomes Core

The data shows that 29% of teams already produce over half their content with AI, while solo/small teams average 71% AI-generated content. This signals a fundamental shift that content scarcity is dead.

It's no longer a content shortage problem—it's a content relevance problem. We're witnessing the transition from content creators to content curators, where human judgment, brand governance, and strategic editing become more valuable than raw production capacity.

02

The Paradox of Scale: Small Teams Rise, Big Teams Pause

The survey reveals an unexpected inversion: two to three-person teams use an average of five AI tools and rapidly upskill out of necessity, while 20+ person teams average fewer than three tools and show slower skill progression.

Organizational complexity is a liability in the AI era. Speed trumps size. The future may not belong to those with the most resources but rather to those with the least friction.

03

The Trust Gap: Brand Voice Is the Last Barrier

While 78% of heavy AI users (those with a content share of more than 50%) are confident that their output is unique, brand voice protection remains the top concern across all team sizes.

This reveals a deeper tension: marketers simultaneously believe AI can produce differentiated content while fearing it will dilute their brand.

The question isn't whether AI can write; it's whether AI can capture what makes a brand human and valuable. The winners will be those who solve for authenticity at scale.

Here's a key data summary at a glance:

Metric	Data Point	Why it matters
Teams producing > 50 % of content with AI	29%	Heavy adopters exist, but they are still a minority.
Solo / 2-3-person teams' average AI share	71%	Lean groups use AI to close bandwidth gaps.
ChatGPT / GPT-4 share of tool mentions	93%	The default starting point for almost everyone.
Confidence that AI output is unique once AI > 50 % share	78%	Familiarity breeds confidence, not fear.

What it means for CMOs:

- **Move from pilots to workflows:** Tie AI projects to specific KPIs—traffic, MQLs, engagement time—and integrate tooling into existing content calendars.
- **Build brand-safe systems:** Establish prompt libraries, version control, and legal reviews before AI output hits the market.
- **Invest in people:** Prompt-slam workshops and hands-on training are more effective in reducing the skills gap than policy documents alone.
- **Expand beyond text.** Early adopters can gain a fresh competitive advantage by applying AI to interactive demos and buyer-driven product experiences.

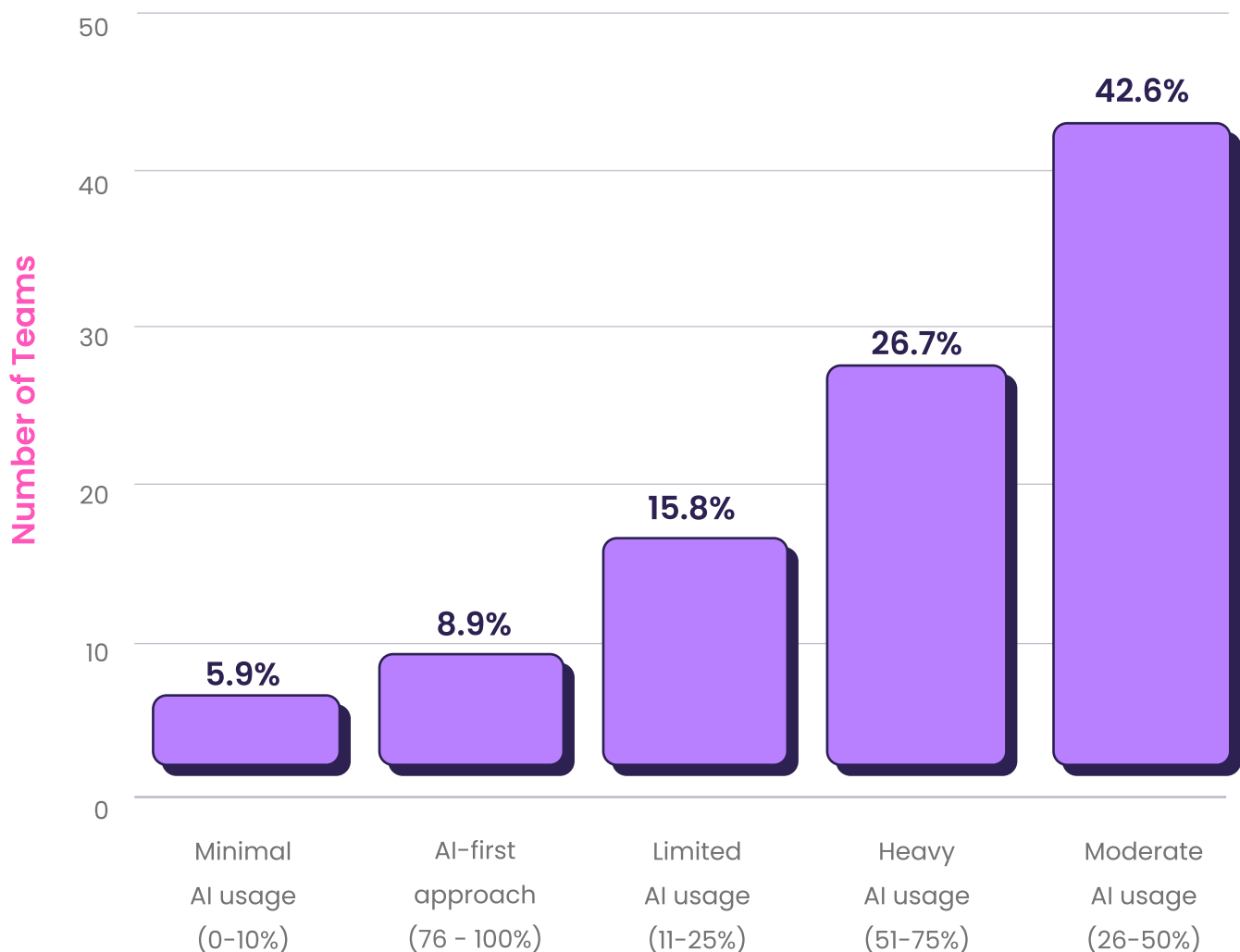
Why This Study Now?

Generative AI has crossed the novelty threshold and entered the critical-mass phase—yet the data shows a widening execution gap:

Only one in five B2B marketing teams has embedded GenAI into their daily workflows (Forrester, 2025), while nine in ten business buyers already use it throughout their purchase journey.

In our 100-response survey, 29% of teams produce over half their content with AI, but 53% keep usage below 40%—showing that adoption is real but uneven, with lean 2–3 person teams leading the way.

Distribution of AI Assistance in Content Creation²



That mismatch creates urgency on three fronts:

Pressure Point	What's changing now	Risk of inaction
Buyer expectations	• Buyers can spin up AI-generated comparisons, scripts, and ROI analyses in seconds.	• Vendors without AI-fueled, buyer-controlled content experiences feel slow and generic.
Brand & governance	• Forrester warns CMOs to “build governance guardrails” before scale accelerates data privacy and brand-voice risks.¹	• Unchecked AI usage can erode trust, trigger legal headaches, and dilute differentiation.
Talent & productivity	• Small teams use AI to punch above their weight; larger teams struggle with skills gaps and QA load.	• Cost-per-asset and speed-to-market gaps widen, giving agile competitors an advantage.

Top Use-Cases & Volume Trends

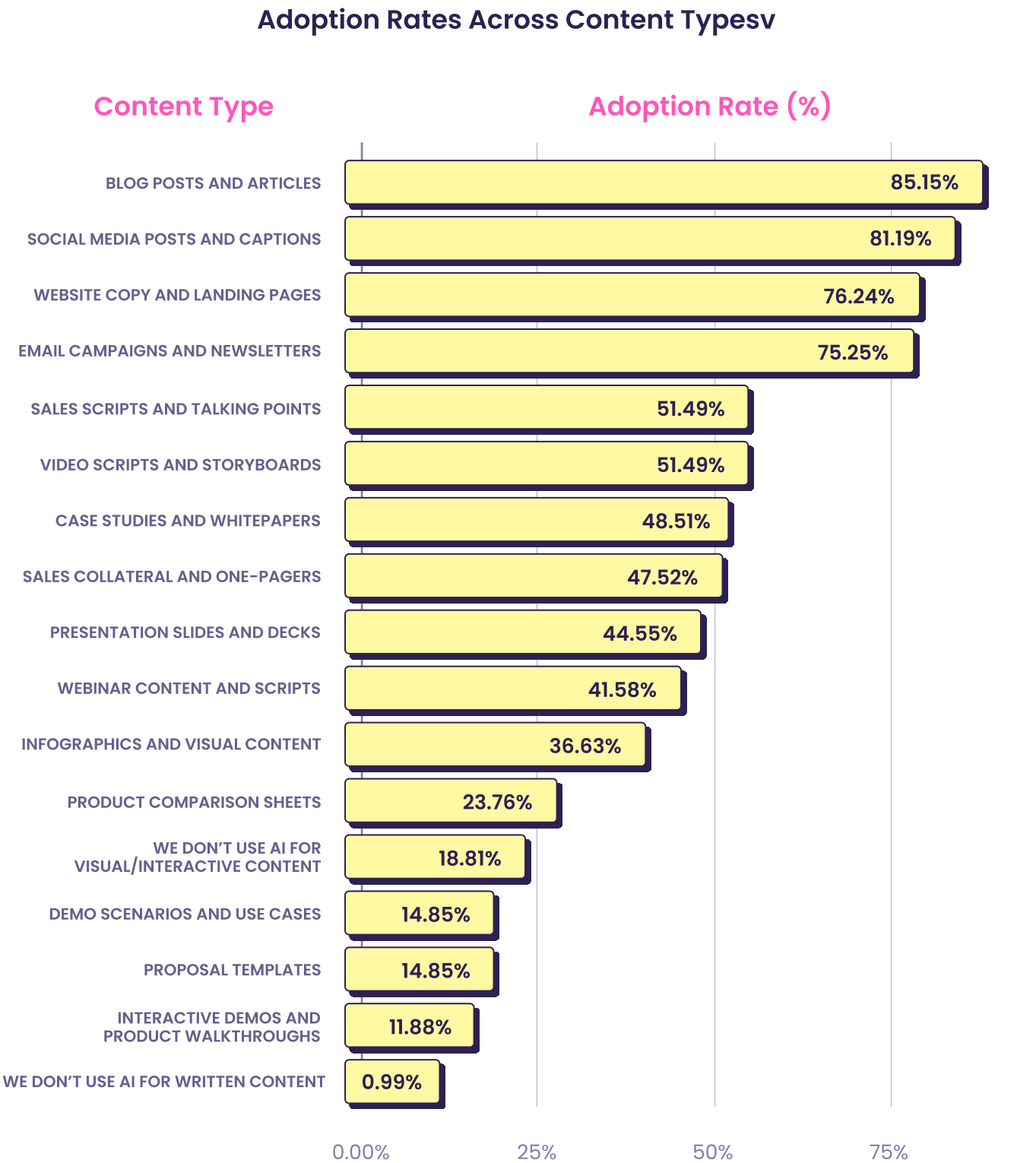
Generative AI adoption in B2B marketing remains strongest around text-based assets. Nearly seven in ten teams (67%) use AI regularly to create blog posts and articles, with social media captions and ad copy following closely at 55%. Email communications, including newsletters and nurture campaigns, also see significant AI support (44%).

However, richer media formats, such as visuals and interactive content, lag behind the text:

“46% use AI for static graphics, while adoption falls sharply for more advanced content types, like interactive product demos (18%) and short video clips (15%).”

This pattern highlights a clear maturity gradient. Teams initially leverage AI for straightforward, high-volume written tasks, then cautiously move into visuals and interactivity as confidence and governance improve.

The bar chart below illustrates the adoption rates of different content types.



The AI Tool Stack

Small teams diversify fast—averaging 5+ platforms—while large teams standardize, often on just 2–3 tools. These lean teams frequently supplement their primary use of ChatGPT with visual design tools like Canva, specialized copywriting tools such as Jasper, and even workflow automation bots to stretch their limited bandwidth.

Larger teams (20+ marketers) significantly streamline their stacks, averaging fewer than three AI tools. Due to stricter governance, security checks, and procurement processes, they tend to rely on a carefully vetted, centralized toolset—typically ChatGPT paired with one approved visual or content-generation platform. This shift from experimentation to standardization reflects the same path demo platforms followed: early chaos → eventual consolidation around tools like Walnut.

Mid-sized teams (four to 10 marketers) fall in the middle, still experimenting but already starting to trim secondary tools, reflecting growing governance and quality-control priorities.

Most Mentioned AI Tools (all respondents)

	Rank	Tool	Mention Rate
	01	Chat GPT / GPT-4	93%
	02	Canva AI features	37%
	03	Claude (Anthropic)	34%
	04	Jasper or Copy.ai	23%
	05	Synthesia or Descript	21%

Tool mix by marketing-team size

(share of teams using each tool)

Team Size	ChatGPT	Canva	Claude	Jasper/ Copy.ai
2-3 people	100%	63%	38%	25%
4-6 people	94%	44%	38%	31%
7-10 people	92	31%	23%	13%
11-20 people	91	39%	35%	22%
20+ people	88	41%	29%	18%

Why smaller teams diversify faster

- Bandwidth pressure:** With headcount thin, the marginal ROI of automating *anything* is high. Trying “one more tool” costs little relative to the potential time saved.
- Low procurement friction:** Solo CMOs swipe credit cards; no vendor-risk questionnaire required.
- Fail-fast culture:** Start-ups often test multiple tools in parallel, eliminate those that underdeliver, and move on.

Why Very Large Teams Centralise

- Security and compliance gates:** Any net-new SaaS must clear information security, legal, and procurement. That alone discourages a “tool zoo.”
- Brand-risk exposure:** A single off-brand asset can reach millions of people. CMOs tend toward fewer, more tightly governed platforms.
- Economies of scale in enterprise licensing:** Volume discounts make it cheaper to standardize on a small stack.

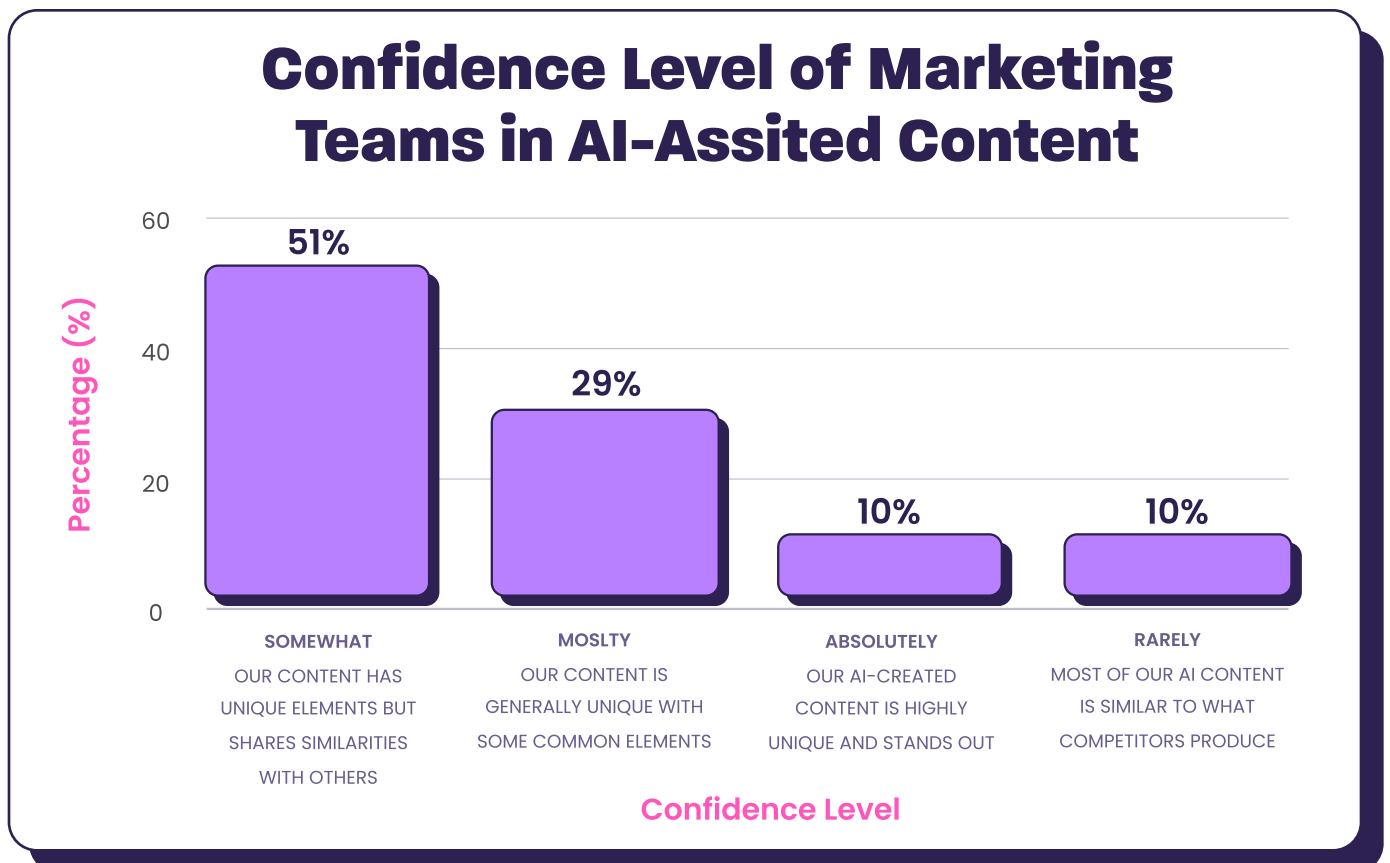


Confidence, Quality & Differentiation

51% say their content is 'somewhat unique'—a polite way of saying it's probably forgettable. AI doesn't solve for brand differentiation unless teams actively invest in frameworks, voice training, and human editing. Here's a breakdown of the confidence levels among marketing teams regarding their AI-assisted content:

- **Somewhat Unique (51.49%):** More than half of the marketing teams (51.49%) believe their AI-generated content has unique elements but shares similarities with that of their competitors.
- **Mostly Unique (28.71%):** A significant portion (28.71%) of teams believe their content is generally unique, although it may contain some common elements.
- **Absolutely Unique (9.90%):** A smaller percentage (9.90%) is highly confident that their AI-created content is absolutely unique and stands out.
- **Rarely Unique (9.90%):** An equal percentage (9.90%) of teams report that most of their AI content is similar to what competitors produce.

The chart below illustrates these percentages.

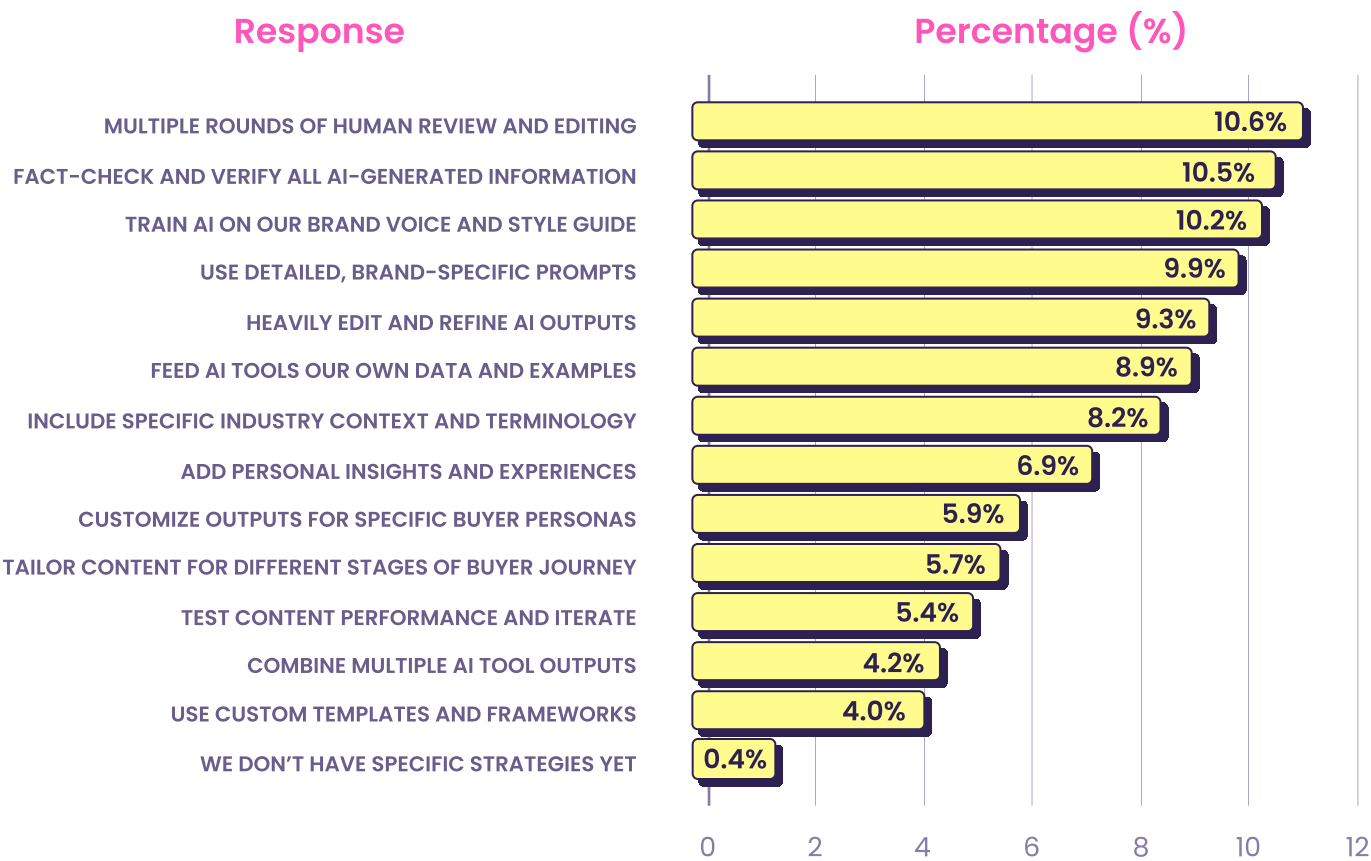


To better understand how marketers are improving the quality and originality of their AI-generated content, we asked respondents to share the specific strategies they use. We then grouped their answers into three strategic clusters:

- **Governance and Quality:** Tactics focused on controlling accuracy, reviewing outputs, and managing risk.
- **Brand Alignment:** Efforts to maintain a consistent tone, train AI on brand voice, and inject proprietary data.
- **Personalization and Optimization:** Techniques that tailor content to personas, stages of the buyer journey, or optimize across tools.

As the chart below reveals, most marketing teams are still focused on controlling risk and refining baseline quality. Governance-related strategies, such as human review, fact-checking, and thorough editing, lead the pack. In contrast, fewer teams are actively personalizing their AI outputs or using frameworks to optimize performance, suggesting a clear opportunity for growth as AI maturity evolves.

How Marketing Teams Make AI- Generated Content More Unique and Effective⁵



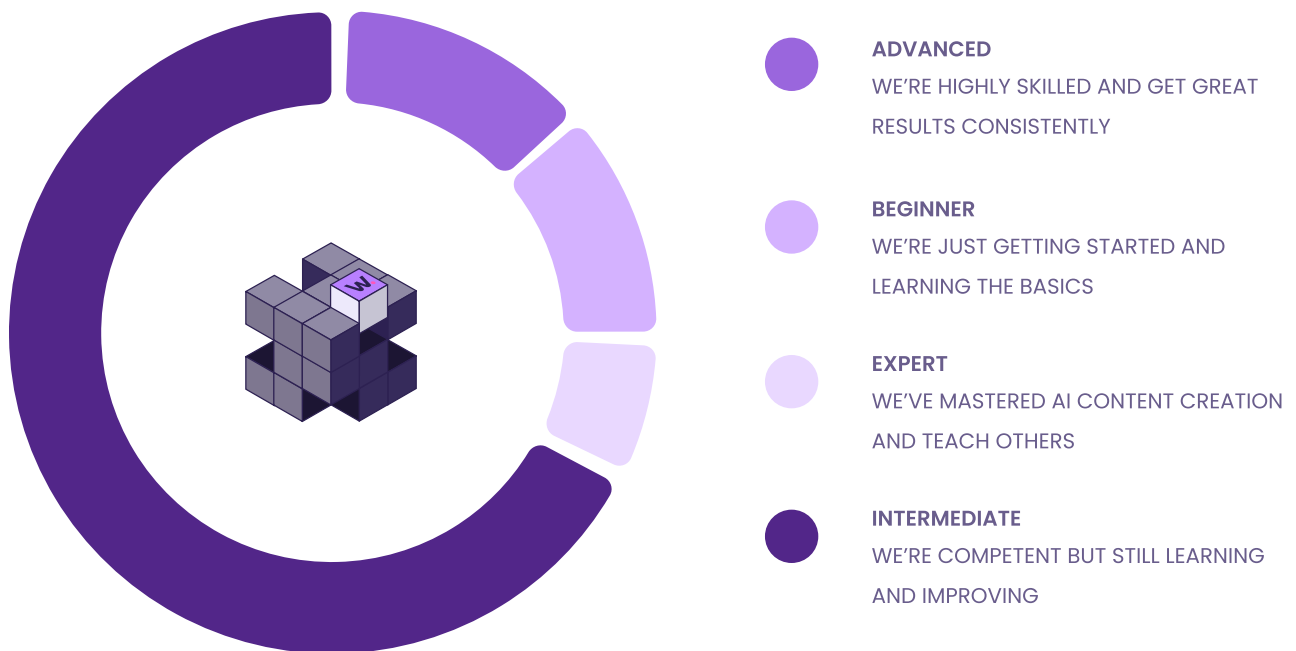
Skills & Change Management

1. Self-assessed skill levels: most teams are still learning

Despite the rising adoption of AI tools, nearly half of all marketers still rate themselves as basic users. Only 9% consider themselves power users, while 48% classify their skills as intermediate or “comfortable.”

This suggests a large portion of teams are still in the early stages of mastering prompt engineering, content governance, and tool orchestration.

Marketers Self-Assessed AI Skill Level



2. Team size influences upskilling needs

Smaller teams tend to build skills quickly out of necessity. In two- to three-person teams, marketers are often required to become proficient in multiple tools just to keep up with demand. Larger teams (11+ people), however, tend to show slower skill progression, often due to siloed responsibilities, heavier governance, or lack of centralized training.

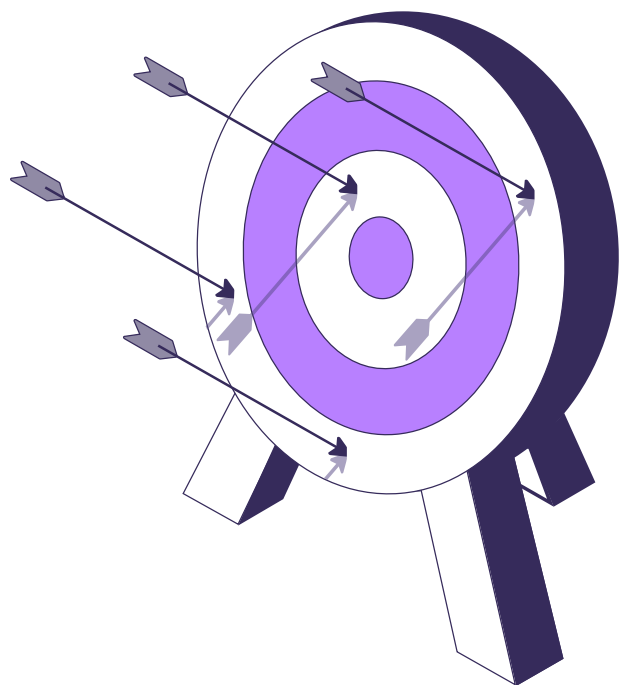
3. The missing layer: formal training & peer enablement

Only a handful of teams mentioned structured upskilling efforts such as AI onboarding playbooks, internal prompt libraries, or recurring training sessions.

Most learning is ad hoc and self-directed. This creates risk: while individual marketers experiment in isolation, the organization may lack clear standards or visibility into what constitutes “good” practice.

Strategic Takeaway:

The tools are cheap and everywhere, but skills and standardization are the next competitive frontier. Marketing leaders who formalize AI enablement will unlock more consistent output, faster cycles, and greater trust across the organization.



Conclusion

In 2025, generative AI is no longer a novelty in B2B marketing—it's a necessity. Yet this study shows that while adoption is real, maturity is uneven. Many teams are utilizing AI to scale content production. Still, few have fully operationalized it with the necessary guardrails, governance, and skill-building to deliver truly differentiated, brand-safe outputs at scale.

The data reveals a clear progression:

- **Smaller teams** are using AI out of necessity and evolving quickly, but often lack formal safeguards in place.
- **Larger teams** have the resources but face friction—governance bottlenecks, slower skill uptake, and conservative tool adoption.
- **Everyone** shares a common challenge: protecting their brand voice while scaling content efficiently.

We also see an untapped opportunity. While text-based use cases dominate, only a fraction of teams are applying AI to richer formats, such as interactive demos or video. Even fewer are personalizing by persona or journey stage, leaving room for innovative teams to differentiate by pairing AI with buyer-driven experiences.

As generative AI continues to transform the B2B landscape, the winners won't be those who simply dabble. They'll be the ones who invest in AI readiness—across workflows, tooling, and talent—and build systems that marry creativity with control.

Walnut's interactive demo platform is built for that future.

Whether you're just starting your AI journey or ready to scale securely across teams, we help you deliver personalized, brand-safe product experiences—fast.

 Ready to try it?

[Get Started Today](#)

✓ Appendix

Methodology and Questions

Attribute	Detail
Sample Size	101 completed responses
Geography	North America and Europe
Company Size	201 - 10 000 + employees
Marketing-team size	Solo to 20 + members
Field dates	22 April - 14 May 2025
Instrument	19-questions Wynter survey (full questionnaire below)



Questions

Q1. Content Creation Volume with AI (Single Choice):

What percentage of your team's content is created with AI assistance?

- 0-10% (minimal AI usage)
- 11-25% (limited AI usage)
- 26-50% (moderate AI usage)
- 51-75% (heavy AI usage)
- 76-100% (AI-first approach)

Section 2: Content Types & Tools

Q2. Written Content Creation with AI (Multiple Choice):

Which types of written content does your team create using AI tools? Select all that apply:

- Blog posts and articles
- Social media posts and captions
- Email campaigns and newsletters
- Website copy and landing pages
- Sales collateral and one-pagers
- Case studies and whitepapers
- Proposal templates
- Sales scripts and talking points
- We don't use AI for written content

Q3. Visual & Interactive Content Creation with AI

(Multiple Choice): Which types of visual or interactive content does your team create using AI tools? Select all that apply:

- Video scripts and storyboards
- Presentation slides and decks
- Interactive demos and product walkthroughs
- Infographics and visual content
- Webinar content and scripts
- Product comparison sheets
- Demo scenarios and use cases
- We don't use AI for visual/interactive content

Q4. Primary AI Tools Used (Multiple Choice):

Which AI tools does your team primarily use for content creation?

Select all that apply:

- ChatGPT/GPT-4
- Claude (Anthropic)
- Jasper/Copy.ai
- Notion AI
- HubSpot AI
- Salesforce AI
- Canva AI
- Loom AI
- Video AI tools (Synthesia, Pictory, etc.)
- Custom AI integrations
- Other (please specify in comments)

Q5. Content Type Frequency (Matrix – Rows: Content Types, Columns: Frequency):

How often does your team use AI for each content type?

Rows (Content Types):

- Blog posts and articles
- Social media content
- Email campaigns
- Sales collateral
- Product demos/walkthroughs
- Video content
- Case studies
- Presentation decks

Columns (Frequency):

- Never
- Rarely (monthly or less)
- Sometimes (weekly)
- Often (several times per week)
- Always (daily)

Section 3: Competency & Confidence

Q6. Team AI Competency Self-Assessment (Single Choice):

How would you rate your team's current skill level in using AI for content creation?

- **Expert** : We've mastered AI content creation and teach others
- **Advanced**: We're highly skilled and get great results consistently
- **Intermediate**: We're competent but still learning and improving
- **Beginner**: We're just getting started and learning the basics
- **Novice**: We struggle to get good results from AI tools

Q7. Content Uniqueness Confidence (Single Choice):

Do you believe the content your team creates with AI assistance is unique and differentiated from your competitors?

- **Absolutely**: Our AI-created content is highly unique and stands out
- **Mostly**: Our content is generally unique with some common elements
- **Somewhat**: Our content has unique elements but shares similarities with others
- **Rarely**: Most of our AI content is similar to what competitors produce
- **Not at all**: Our AI content is largely generic and undifferentiated

Q8. Uniqueness Improvement Strategies (Multiple Choice):

How does your team make AI-generated content more unique and effective? Select all that apply:

- Use detailed, brand-specific prompts
- Feed AI tools our own data and examples
- Include specific industry context and terminology
- Heavily edit and refine AI outputs
- Combine multiple AI tool outputs
- Add personal insights and experiences
- Train AI on our brand voice and style guide
- Use custom templates and frameworks
- Customize outputs for specific buyer personas
- Tailor content for different stages of buyer journey
- Multiple rounds of human review and editing
- Test content performance and iterate
- Fact-check and verify all AI-generated information
- We don't have specific strategies yet

Q9. Open-ended response

Think about the most creative, innovative, or surprisingly effective use of AI for content marketing you've encountered – whether from your own experience, a colleague's success story, or something you've observed in the market.

Describe this example in detail, including:

The Challenge: What content problem was being solved?

The Approach: What AI tools or techniques were used creatively?

The Process: How did they actually implement this?

The Impact: What made this approach particularly effective or innovative?

We're especially interested in examples that showcase creative thinking beyond standard AI writing – like unique workflows, unexpected tool combinations, innovative personalization methods, or novel content formats.

Q10. Open-ended response:

Tell us about a specific time when using AI for content creation didn't go as planned, or when you hit a wall that made you think "there has to be a better way."

Walk us through what happened:

- **The Situation:** What content were you trying to create and why?
- **The Problem:** What went wrong or became more difficult than expected?
- **The Impact:** How did this challenge affect your timeline, quality, or results?
- **Your Workaround:** What did you do to solve it (if anything)?
- **The Bigger Issue:** Is this part of a larger, ongoing challenge with AI content creation?

We're looking for the real, behind-the-scenes struggles that don't make it into case studies – the stuff that makes you want to pull your hair out or question whether AI is actually making your job easier.

Section 7: Demographics and Background

Q7. Marketing Team Size (Single Choice):

How many people are on your marketing team?

- Just me (solo marketer)
- 2-3 people
- 4-6 people
- 7-10 people
- 11-20 people
- 20+ people

Data Index

1

"Forrester. (2023). Generative AI: A Pragmatic Guide for B2B CMOs. Retrieved from: <https://www.forrester.com/b2b-marketing/generative-ai-guide-for-b2b-cmos/>"